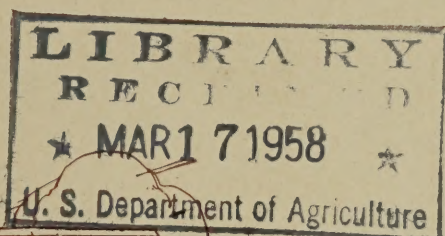


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1958

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AZALEAS

MOUNTAIN LAUREL

PIERIS FLORIBUNDA

and Other

Native Plants

La Bars'

**Rhododendron
Nursery**

Stroudsburg, Penna.

1958



Rosebay Rhododendron

America's Most Beautiful Native Shrubs

Rhododendrons, Azaleas, and Kalmia lead the "Beauty Parade" of our native plants—none are more beautiful. This is true whether in their native habitat in the mountains of the Eastern United States, or when grown and correctly used for ornamental purposes. The Rhododendron is one of the few hardy plants in the United States that combines the two attributes—evergreen foliage and beautiful blooms.

Our booklet also lists and describes a number of additional plants that tie in nicely with the items in which we specialize, and also thrive under the same general conditions. In addition we also have a rather complete line of general nursery stock to meet local needs, and to care for an extensive and highly regarded landscape department.

Rhododendron have for many years embellished the show places and public buildings of the East as well as portions of Europe. The following pages present plants that have many uses, but are indispensable for naturalistic treatments and woodland plantings.

RHODODENDRONS

Rhododendron Maximum

(Rosebay Rhododendron) The best known and most widely distributed of the Native American Rhododendron. The large, luxuriant deep green leaves make it the best, by far, for mass plantings and foliage effects in shaded areas. Large clusters of flowers appear in late June and early July, and range in color from creamy white to apple blossom pink. State Flower of West Virginia and Washington.

	<u>1 to 10</u>	<u>10 to 25</u>	<u>25 & up</u>
	Each	Each	Each
12-18"	\$ 3.75	\$ 3.50	\$ 3.00
18-24"	4.50	4.00	3.75
2-2½'	5.75	5.25	4.75
2½-3'	6.50	6.00	5.50
3-3½'	7.50	6.75	6.00
3½-4'	8.75	8.00	7.00
4-5'	12.00	10.75	9.50
5-6'	16.50	14.75	13.25

Rhododendron Catawbiense

(Catawba Rhododendron) Blooms at the Memorial Day season, and is the most showy of the native Rhododendron. Flowers vary in color from orchid to rose-pink and are borne in great profusion. Leaves are smaller than Rhododendron Maximum and more rounded than other types. The plants are exceptionally hardy and thrive in sun or shade, although semi-shaded locations are preferred and give most luxuriant foliage and quality flowers. Rhododendron Catawbiense is usually the first choice in small plantings.

Rhododendron Carolinianum

(Pink Carolina Rhododendron) Considered by many as the most beautiful of the species. Blush-pink to deep rose-pink flowers, in May, are small but are borne in great numbers and form clusters 2 to 4 inches across. Leaves are small, rich green. The plants are semi-dwarf in habit when planted in full sunlight.

	<u>1 to 10</u>	<u>10 to 25</u>
	Each	Each
12-18"	\$ 4.50	\$ 4.00
18-24"	5.50	5.00
2-2½'	7.00	6.50
2½-3'	9.00	8.25
3-3½'	10.50	9.75
3½-4'	14.50	13.25
4-5'	18.00	16.25
5-6'	22.00	20.00

Rhododendron Carolinianum Album

(White Carolina Rhododendron) Similar to Rhododendron Carolinianum but with creamy-white flowers. Foliage is a lighter green and more pointed in shape. When planted in partial shade, which is the proper location, the plants take a spreading habit. It is a profuse bloomer, the flowers opening a few days later than the Pink Carolina Rhododendron.

	1 to 10	10 to 25
	Each	Each
12-18"	\$ 4.00	\$ 3.50
18-24"	4.50	4.00
2-2½'	6.00	5.50
2½-3'	7.00	6.50

Rhododendron Minus

(Piedmont Rhododendron) Another small leaf type with rosy-pink clusters of flowers appearing in June and July. It is the most rapid growing of all Rhododendrons and when planted in shaded locations will take a loose, open, informal outline.

	1 to 10	10 to 25
	Each	Each
12-18"	\$ 3.75	\$ 3.50
18-24"	4.25	3.75
2-2½'	5.00	
2½-3'	6.50	
3-3½'	8.00	
3½-4'	9.50	

Hybrid Rhododendron

There are many hundreds of named Hybrid Rhododendron, providing a wide range of constant colors. These are produced by grafts, cuttings, and layering. Over the years we have tested for hardiness a great many varieties, and now grow twenty varieties that we have found hardy and satisfactory in Northeastern Pennsylvania. This number is sufficient to cover the desired color requirements, and a list of those available will be mailed on request. Hybrids have been, and still are, in short supply. It is advisable to book any requirement well in advance of need.

	Each
12-18"	\$ 7.00
18-24"	8.50
2-2½'	12.00
2½-3'	15.00
3-3½'	18.00

Red shades ordered separately add \$1.00 to above prices.

MOUNTAIN LAUREL

Kalmia Latifolia

(Mountain Laurel) Blooms in early June. Clusters of white or light pink flowers. Glossy, dark-green leaves. Evergreen. The name Laurel is often incorrectly applied to varieties of Rhododendron. While they are both evergreen, there are many distinguishing characteristics of each in color of flower and shape of leaf. If you are not familiar with the true Mountain Laurel there is a real treat in store for you. It is the state flower of Pennsylvania and Connecticut.

	<u>1 to 10</u>	<u>10 to 25</u>	<u>25 & up</u>
	Each	Each	Each
12-18"	\$ 3.50	\$ 3.25	\$ 2.75
18-24"	4.50	4.00	3.75
2-2½	6.25	5.75	5.00
2½-3'	8.00	7.25	6.50
3-3½'	9.00	8.25	7.25
3½-4'	11.00		
4-5'	15.00		

Kalmia Angustifolia

(Lambkill) Of low growing spreading habit, foliage smaller and lighter green. Flowers deeper rose and smaller than the Mountain Laurel.

	<u>Each</u>
12-18"	\$3.25
18-24"	3.75

AZALEAS

The American Azaleas, or Honeysuckles as they are sometimes termed, are unsurpassed for delicacy of color, hardiness, and dependable bloom year after year. There is no substitute for them as early spring flowers, and a bloom time from early May until late June can be had by an assortment of varieties. For fall coloring the foliage is outstanding, turning to varied brilliant hues with the coming of frost.

Azalea Rosea

(Downy Pinxterbloom) Blooms in May, Rose-pink blooms have a spicy fragrance. Plants are formal in shape and are particularly hardy.

Azalea Calendulacea

(Flame Azalea) Blooms in late May. Individual plants vary in color, and yellows, oranges, reds, and all conceivable combinations of these colors are apparent in a grouping of these hardy azaleas.

Azalea Nudiflora

(Pinxterbloom) Blooms in May. Similar to Azalea Rosea and often classified as the same. Light pink to deep-rose flowers but less fragrant. Hardy and vigorous grower.

Azalea Vaseyi

(Pinkshell Azalea) Blooms in late April. Flowers appear before the foliage and present possibilities of many interesting combinations with early spring flowers. Shell-pink flowers of large size. Foliage turns a shade of red in late summer.

Azalea Viscosa

(Swamp Azalea) Blooms in June and July. While this plant is often found growing in low, swampy places it is also a native of higher locations and does well in either place. Fragrant white flowers and interesting foliage variations.

Azalea Arborescens

(Sweet Azalea) Blooms in June. Flowers white, and very fragrant. Plant is broad, dense in growth and heavily foliaged.

	<u>1 to 10</u>	<u>10 to 25</u>	<u>25 & up</u>
	Each	Each	Each
12-18"	\$ 3.25	\$ 3.00	\$ 2.75
18-24"	4.00	3.50	3.25
2-2½'	4.75	4.25	3.75
2½-3'	5.75	5.25	4.75
3-3½'	7.25	6.50	6.00
3½-4'	8.25		
4-5'	10.00		
5-6'	12.50		

Azalea Vaseyi White Find

This plant provides a white Azalea noted for its ability to withstand severe winter weather. It is a clone of Azalea vaseyi, developed by us, and now available in quantity. Flower buds are white to greenish white at base, opening to clear white. General characteristics are the same as the true form of Azalea Vaseyi.

	1 to 10	10 to 25
	Each	Each
12-18"	\$ 4.00	\$ 3.50
18-24"	4.75	4.00
2-2½'	6.00	5.00
2½-3'	7.00	6.00
3-3½'	8.00	7.00

Baby Rhododendrons And Azaleas

Young seedling plants, well branched, healthy and vigorous. Fine for naturalizing—just the thing for those who are willing to wait for them to grow. Sold only in multiples of 10 of a variety.

	Hgt.	Per 10
Rhododendron Maximum	6-10"	\$ 7.50
" "	10-14"	10.00
" "	14-18"	14.50
" "	18-24"	19.00
Rhododendron catawbiense	6-10"	10.00
" "	10-14"	12.50
" "	14-18"	18.50
Rhododendron carolinianum	6-10"	8.00
" "	10-14"	10.00
" "	14-18"	17.50
" "	18-24"	19.50
Kalmia latifolia (Mt. Laurel)	6-10"	6.50
" " " "	10-14"	9.00
" " " "	14-18"	12.50
" " " "	18-24"	18.50
Azalea vaseyi		
Azalea calendulacea		
Azalea nudiflora		
Azalea vaseyi "White Find"		
Above Azalea Varieties	6-10"	6.50
	10-14"	9.00
	14-18"	12.50
	18-24"	18.50

Other Native Plants

Pieris Floribunda

(Mountain Fetterbush) (Evergreen Lily-of-the-Valley shrub) Blooms in late April, White flowers similar to the common Lily-of-the-Valley are borne at the ends of the branches. Dwarf, compact habit of growth and evergreen foliage make it a most desirable border, rock garden, or ground cover plant.

	1 to 10	10 to 25
	Each	Each
12-18" Spread	\$ 5.00	\$ 4.50
18-24" Spread	6.00	

Leucothoe Catesbaei

(Drooping Leucothoe) Blooms in May. Graceful sprays of white flowers hang from the branches giving the effect of a flowering fern. The ever-green foliage turns rich red and purple shades in Fall. An ideal plant for shaded locations, border planting and ground cover use.

	<u>1 to 10</u>	<u>10 to 25</u>	<u>25 & up</u>
	Each	Each	Each
12-18"	\$ 3.25	\$ 3.00	\$ 2.75
18-24"	4.00	3.75	3.25
2-2½'	5.50		

Tsuga Canadensis

(Canada Hemlock) One of the most popular coniferous evergreens, whether used as an individual specimen or for a fine hedge. Dense, medium green foliage. Grows into large tree, but can be kept down by shearing. Not subject to insects and disease.

Tsuga Caroliniana

(Carolina Hemlock) This variety native to the higher North Carolina mountain ranges is not as well known as the Canada Hemlock. However, it is worthy of greater use, and is an excellent ornamental tree. The foliage is darker green, and it is slower growing than the Canadian type. Another characteristic is its drooping nature and coarser Yew like needles.

	<u>1 to 10</u>	<u>10 to 25</u>	<u>25 & up</u>
	Each	Each	Each
15-18"	\$ 3.00	\$ 2.75	\$ 2.50
18-24"	4.50	4.00	3.75
2-2½'	5.75	5.25	4.75
2½-3'	6.75	6.25	5.50
3-3½'	8.50	7.75	6.75
3½-4'	10.00	9.00	8.00
4-5'	13.00		
5-6'	16.00		

Chionanthus Virginicus

(White Fringe) A striking shrub or small tree with an abundance of tassel-like white flowers in May and June. Blue-black berries.

2-3'	\$ 2.50	5-6'	\$ 8.00
3-4'	4.00	6-8'	10.00
4-5'	6.00		

Oxydendrum Arboreum

(Sourwood) Another fine native flowering tree with crisp shiny foliage. White flowers in August. Noted for outstanding and sure to be admired Fall foliage. Single stem or bush form.

3-4'	\$ 4.00	5-6'	\$ 8.50
4-5'	6.00	6-8'	11.00

Betula Populifolia

(Native Gray or White Birch) The White Birch native to this area. This white barked tree fits admirably into naturalistic landscape developments. Available in single and multiple stemmed trees. B&B.

	Single Stem	2 Stem	3 Stem
6-8'	\$ 9.00	\$10.00	\$12.00
8-10'	13.00	16.50	20.00
10-12'	18.00	22.00	25.00
12-14'	23.00	27.00	35.00
14-16'	30.00	35.00	40.00

4 or more Stems priced on selection

Betula Papyrifera

(Paper or Canoe Birch) Tall growing trees, with fine white trunks, single stem. B&B.

Approximate height	Single Stem
5-6'	\$ 6.00
6-8'	7.00
10-12'	15.00
12-14'	20.00

Euonymus Alatus

(Corkbark or Winged Euonymus) Formal type shrub of fan shaped nature. Famous for its brilliant crimson autumn coloring. Corky bark is another feature. B&B.

2-3'	\$ 3.25	5-6'	\$ 8.00
3-4'	4.00	6-8'	10.00
4-5'	5.00		

Cornus Florida

(White Flowering Dogwood) Very popular tree with both people and birds. Provides a good show of white blossoms in May, and bright red berries in clusters in the Fall. Showy Fall foliage.

2-3'	\$ 3.50	6-8'	\$ 12.50 15.00
3-4'	5.00	8-10'	16.00 20.00
4-5'	7.00	10-12'	25.00 30.00
5-6'	9.00	12-14'	35.00 40.00

Cornus Florida Rubra

(Pink Flowering Dogwood) Very much like the White flowering except that it blooms with masses of pink flowers. Generally scarce in the larger sizes, but we have a fine stock at this time.

2-3'	\$ 5.00	5-6'	\$ 15.00
3-4'	8.00	6-7'	22.50
4-5'	12.00		

Vaccinium Corymbosum Hybrids

(Hybrid Blueberries) Extra large, juicy berries of delicious flavor and texture. These plants also make handsome landscaping plants with their compact, bushy form and colorful Fall foliage. Three or more varieties will give cross pollination. DIXIE—Very large berries, ripening mid to late season.

JERSEY—Large berries, ripening late in season.

PEMBERTON—Very fast grower; large, firm berries ripen late.

RANCOCAS—Smaller berries, ripening early.

STANLEY—Medium size berries, ripening mid season.

WEYMOUTH—Large berry, ripening very early.

	1 to 10	10 to 25
	Each	Each
18-24"	\$ 2.50	\$ 2.00
2-2½'	3.00	2.50
2½'-3	4.00	3.50

Ground Cover Plants

We grow ground covers and vines in considerable variety, but list below only the more common ones. Write us for quotations on such items as Ajuga reptans (Carpet Bugle), Akebia quinata (Fiveleaf Akebia) Ampelopsis quinquefolia (Virginia Creeper), Ampelopsis tricuspidata lowii (Low's Boston Ivy), Ampelopsis veitchi (Boston Ivy), Celastrus scandens (American Bittersweet), Euonymus fortunei colorata (Purpleleaf Wintercreeper), Also, Minimus, variegatus, and vegetus. Gaylussacia brachycera (Evergreen Boxhuckleberry), Jasminum nudiflorum (Winter Jasmine), Wisteria sinensis (Blue Wisteria).

Hedera Helix

(English Ivy) Evergreen. Fine for ground cover in shady or semi-shady places.

2¼ inch pots:	
Lot of 10	\$ 3.50
Lot of 100	25.00

Hedera Baltica

(Baltic English Ivy) Similar to above but smaller leaves and withstands colder temperatures.

2 inch pots:	
Each .50c	Lot of 10 \$ 4.00

Lonicera Japonica Halliana

(Hall's Honeysuckle) Almost evergreen. Fragrant creamy white flowers. Quite common and profuse. Noted for holding steep banks.

4 inch pots:	
Each	\$.75
Lot of 10	5.00
Lot of 25	10.00
Lot of 100	30.00

Planting and Care

Rhododendrons

Azaleas and

Other Native Plants

Location

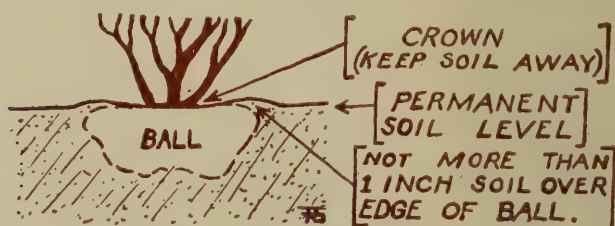
Plant Rhododendron Maximum and Leucothe on the north and west sides of buildings and slopes, and protect from strong winds. The other Rhododendron, Pieris, and Kalmia will do well in either sunny or shaded locations. Azaleas prefer sun or plenty of light.

Type of Soil

Provide a loose, light, fibrous soil, as is commonly called woods-soil. Good drainage is essential and necessary, so that water will not stand about the roots. Nearly all soils except heavy clay are suitable, but are improved by adding sand, peat moss, decayed leaf mold, old hard-wood sawdust, or acid humus. Your soil must be acid, and if it contains lime correct it. You can easily do this by using 3 to 4 lbs., commercial powdered Sulphur to each 100 sq. ft.

Depth of Planting

Rhododendrons should be planted very shallow with practically no soil over the earth-ball and none over the crown of the root. Dig a hole large enough to admit the



earth-ball without cramping and press the soil firmly around the roots so there will be no air pockets.

Mulch

A mulch of two or three inches of hardwood leaves, or a lesser quantity of peat moss, leaf mold, or old hardwood sawdust is very desirable and should be left on throughout the year. During the winter it will prevent freezing and thawing and in the summer will keep the soil cool and moist. A combination of leaves and sawdust or humus is an ideal mulch.

Watering

Because Rhododendron are often found growing along banks of streams many people think Rhododendron require quantities of water. This is not always true. They should be watered immediately after planting and twice weekly until they become established, but after that only during dry seasons. When watering, saturate the ground as one good application is better than several light sprinklings. Be sure water is not alkaline.

Fertilization

Rhododendron may be fertilized by a light application of well rotted or Hydrated manure, Cottonseed, or Soy Bean Meal—or by name brands of Special Rhododendron fertilizers now on the market, used according to directions.

Pruning

Pruning, other than the cutting out of dead wood which may appear, is not advisable in most cases as new branches will not readily break from the old wood. To conserve the strength of the plant and encourage the growth of new leaves, the flower clusters may be pinched off as they begin to wither. The energy which would ordinarily go into producing seed is thus diverted to producing new foliage and flower buds for the following spring.

Landscape Service

Thirty odd years ago we started a complete landscape service, and it is reflected in many very satisfactory and dignified plantings extending out from us in a fifty mile radius. This department has been under the capable direction of Jesse R. S. Flory since its inception. Mr. Flory is a graduate Landscape Architect and has an associate who is also a graduate Landscape Architect. There are five landscape crews headed by foremen with many years of continuous experience, and plantsmen qualified to properly carry out any landscape development, large or small. The Stroudsburg nursery comprises 150 acres, and in addition to the native American plants we also carry a rather complete line of general nursery stock. Available in quantity are trees, shrubs, evergreens, ground covers, vines, etc., for use in landscaping in this area, and for direct retail sales from our attractive display gardens. We cordially invite you to visit the nursery—to enjoy its beauty—to consult with us regarding your planting problems—to inspect our products.



Location

The nursery is located just one mile from the heart of Stroudsburg and within the Borough limits. As you enter Stroudsburg from Delaware Water Gap on route 611 you turn left on the first well defined street (Bryant Street) and we are at the end of this Street—a matter of only two blocks. Coming into town from 209 or 611 north you would turn right at 7th & Main Streets, marked by the Penn-Stroud Hotel and two Banks. One short block and you cross a bridge. The next Street to your right is Bryant Street. We appreciate the visit of any interested plant lover, and there is no obligation to buy anything.

Shipping Information

Our plants are heavy as they should be, and transportation is a problem to be considered. Ideally plants should be called for by truck or car at the Nursery. Shipment by less carlot freight or motor freight both impose the obligation of packing, which is costly, and the service is frequently not as fast or satisfactory as it should be. Express shipping costs (plus packing) are now almost prohibitive due to the weight involved.

We again stress the fact of the cultural requirements of these plants. It is our business to grow and sell them, but we want you to know before ordering that they will not thrive under some conditions. The area in which they will do well is relatively limited, and if there are no ericaceous plants in your section it may well indicate that there are adverse conditions for success with this class of plants. Please check on this before ordering, as we want our products to thrive. Bear in mind the acid soil requirement, and read the planting and care instructions in this booklet. These plants are being increasingly grown far afield in areas formerly thought to be death for them, but it should be borne in mind that in these instances one must be willing to meet the situation and coddle the plants as well as the ground.

La Bars' Rhododendron Nursery

Established 1902

STROUDSBURG, PENNSYLVANIA

Phone — Stroudsburg 644

Branch Nursery — Jonas Ridge, North Carolina
(No office facilities)

Members:—

American Association of Nurserymen
Pennsylvania Nurserymen's Association
Eastern Nurserymen's Association
North Carolina Nurserymen's Association
North Jersey Metropolitan Nurserymen's Association
New England Nurserymen's Association
National Landscape Nurserymen's Association

